

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMBUSTIBLES INC.

AD# BUC157-B3 REQ# M16/95 \*THE ALMIGHTY BUCK\* - PAGE (8-3/4 x 11-1/2) NATIONAL MAGAZINES, 1990  
Printed in U.S.A.

# THE ALMIGHTY BUCK



**Full rich flavor,  
not full price.**

Available in Kings & Kings Lights.

**SURGEON GENERAL'S WARNING:** Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

© Philip Morris Inc., 1990

Mfr. suggested retail price.

Kings: 14 mg "tar," 1.0 mg nicotine - Kings Lights:  
10 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.



2061194030